



CITY OF SANTA BARBARA

DOWNTOWN PARKING COMMITTEE

AGENDA REPORT

DATE: May 12, 2011
TO: Downtown Parking Committee Members
FROM: Browning Allen, Transportation Manager
SUBJECT: Review Sub-Committee Establishment & Work Plan

RECOMMENDATION:

That the Committee members review the sub-committee formation and membership as well as the SWOT analysis from the April 14, 2011 Downtown Parking Committee meeting, and develop a work plan for each sub-committee.

DISCUSSION:

During the Downtown Parking Committee meeting of April 14, 2011, the Committee established three working sub-committees as follows:

Finance.....Matt La Brie and Tom Williams
Government Relations....Matt La Brie and Gene McKnight
Communications.....Eric Kelley and Bill Collyer.

The Committee also conducted a SWOT analysis during that workshop: Strengths, Weaknesses, Opportunities, and Threats.

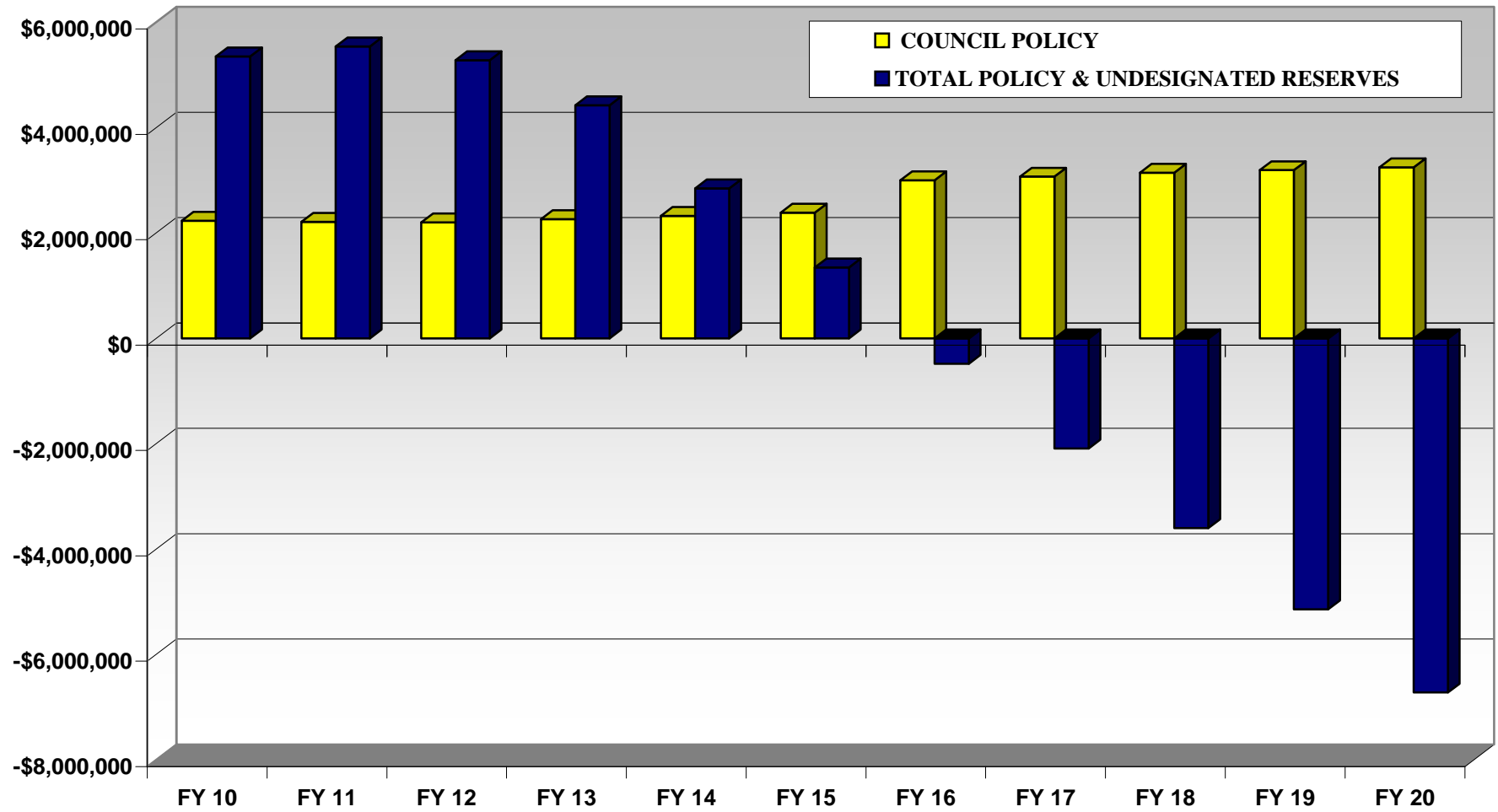
Included in your agenda packet are the SWOT analysis notes.

SUMMARY:

In discussing the Committee's next steps with the Chair, he felt that it would be helpful for committee members and staff to review the notes prior to the May 12, 2011 meeting, and consider which sub-committee will address which items identified in the SWOT notes. It is anticipated that this will be a starting point for the Committee's work plan for the 2012 fiscal year.

BA

DT PARKING RESERVES **(5% of Net Fixed Assets)**





Downtown Parking Committee Supplemental Meeting Information

Regular Meeting May 12, 2011
630 Garden Street
Gebhard Meeting Room

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Safe, Clean, effective parking program • Future & past visioning • Dedication to maintaining free period • Convenience • Advocating for customers • Committee is the voice/champion of parking program • Relationship with Downtown Organization(D.O.) • Committee representation/communication with constituency • Effective advocacy • Efficiently run program that meets objectives • Friendly and helpful kiosk operators • Assets and infrastructure • The Committee itself • Feedback from Committee • Customer service, prompt responses • Value of parking to viability/prosperity of downtown environmental and social aspects 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Not televised • Communication w/ Downtown Organization • Outreach to council • Public outreach timing not corresponding with the timing of the public reaction. • Enterprise structure • Vulnerability of funds • Display of finances is complicated – not presented as a package • Public perception of safety & cleanliness • Transients • Perception that parking is hard to find • Mission Statement • Visibility of structures • City regulations – HLC/El Pueblo Viejo • Lack of Committee visibility
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Public outreach – go to public – information table and signage • Quarterly updates to D.O. regarding DTP statistics • Coordinate outreach w/ organizations and websites: D.O., Wheels & Waves, promotion of relevant events • Reminding stakeholders to mention parking • Technology – Social marketing and mobile apps • Customer friendly webpage • Integration of resources • Increasing public awareness of strengths • Multi-faceted approach to promotion • Outreach to customers about DPC & Parking Program • Creating resources for outreach to businesses • Coordinating w/MTD & partnering w/MTD for public outreach: messaging in buses. • Improve communication w/ engineering department: taking away on street parking and right of way issues • Lobby for more autonomy • Protection of enterprise fund • More intense cleaning • Addressing perception of threats • Engaged in expansion of Downtown below Ortega • Green aspects of integrated resources – shuttle & walk • Multiple shopping experiences from parking once. 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Lack of control over funds • Sunset of RDA – early or planned • Lack of ability for long term planning • Gas Prices • Online Shopping • Sales tax • Non-DTP parking lots • Customer's perception of actual costs to shop is not accurate, causing them to go elsewhere. Customers do not factor in gas and time costs when going elsewhere, such as the outlets in Camarillo. • The perception of the overall downtown experience is lessening • Aggressive pan-handling • Loss of local business in Downtown – the mix of businesses in Downtown • Loss of locals coming downtown due to perception of threats and weaknesses

Parking Program Mission Statement:

Operate and maintain the City's parking facilities and on-street parking supply in order to maximize their use by customers and employees that shop and work in the Downtown Business District, thereby enhancing the economic vitality of the Downtown area.